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L1: Entry 1 of 1

File: USPT

Jul 31, 2001

US-PAT-NO: 6269361

DOCUMENT-IDENTIFIER: US 6269361 B1

**\*\* See image for Certificate of Correction \*\***TITLE: System and method for influencing a position on a search result list  
generated by a computer network search engine

DATE-ISSUED: July 31, 2001

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Davis; Darren J.	Rowland Heights	CA		
Derer; Matthew	Sierra Madre	CA		
Garcia; Johann	Chino Hills	CA		
Greco; Larry	Glendale	CA		
Kurt; Tod E.	Pasadena	CA		
Kwong; Thomas	Temple City	CA		
Lee; Jonathan C.	Culver City	CA		
Lee; Ka Luk	San Gabriel	CA		
Pfarner; Preston	Pasadena	CA		
Skovran; Steve	Pasadena	CA		

## ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
GoTo.com	Pasadena	CA			02

APPL-NO: 09/ 322677 [PALM]

DATE FILED: May 28, 1999

INT-CL: [07] G06 F 17/30

US-CL-ISSUED: 707/3; 707/2, 707/4, 707/5

US-CL-CURRENT: 707/3; 707/2, 707/4, 707/5FIELD-OF-SEARCH: 707/2-5, 707/10, 707/501, 706/12, 709/219, 709/202, 705/1, 705/14,  
705/10, 705/37, 705/26-29

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

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PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
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<input type="checkbox"/> <u>5717923</u>	February 1998	Dedrick	396/613
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<input type="checkbox"/> <u>5752238</u>	May 1998	Dedrick	705/14
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<input type="checkbox"/> <u>5826241</u>	October 1998	Stein et al.	705/26
<input type="checkbox"/> <u>5848397</u>	December 1998	Marsh et al.	
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<input type="checkbox"/> <u>5855008</u>	December 1998	Goldhaber et al.	
<input type="checkbox"/> <u>5864845</u>	January 1999	Voorhees et al.	
<input type="checkbox"/> <u>5864846</u>	January 1999	Voorhees et al.	
<input type="checkbox"/> <u>5903882</u>	May 1999	Asay et al.	705/44
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<input type="checkbox"/> <u>5920854</u>	July 1999	Kirsch et al.	
<input type="checkbox"/> <u>5920859</u>	July 1999	Li	
<input type="checkbox"/> <u>6078866</u>	June 2000	Buck et al.	702/2

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11316764A	November 1999	JP	
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WO 9920486	September 1999	WO	
WO 200016218	March 2000	WO	
WO 0041090	July 2000	WO	

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Smith, Laura B.--Article--"Going . . . gone." PC Week, v13, n34, p. E1 (2), Aug. 26,

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ART-UNIT: 215

PRIMARY-EXAMINER: Millin; Vincent

ASSISTANT-EXAMINER: Nguyen; Cuong H.

ATTY-AGENT-FIRM: Brinks Hofer Gilson &amp; Lione

## ABSTRACT:

A system and method for enabling information providers using a computer network such as the Internet to influence a position for a search listing within a search result list generated by an Internet search engine. The system and method of the present invention provides a database having accounts for the network information providers. Each account contains contact and billing information for a network information provider. In addition, each account contains at least one search listing having at least three components: a description, a search term comprising one or more keywords, and a bid amount. The network information provider may add, delete, or modify a search listing after logging into his or her account via an authentication process. The network information provider influences a position for a search listing in the provider's account by first selecting a search term relevant to the content of the web site or other information source to be listed. The network information provider enters the search term and the description into a search listing. The network information provider influences the position for a search listing through a continuous online competitive bidding process. The bidding process occurs when the network information provider enters a new bid amount, which is preferably a money amount, for a search listing. The system and method of the present invention then compares this bid amount with all other bid amounts for the same search term, and generates a rank value for all search listings having that search term. The rank value generated by the bidding process determines where the network information providers listing will appear on the search results list. page that is generated in response to a query of the search term by a searcher located at a client computer on the computer network. A higher bid by a network information provider will result in a higher rank value and a more advantageous placement.

67 Claims, 9 Drawing figures

**WEST****End of Result Set**☐ **Generate Collection** **Print**

L3: Entry 1 of 1

File: USPT

Mar 28, 2000

US-PAT-NO: 6044363

DOCUMENT-IDENTIFIER: US 6044363 A

TITLE: Automatic auction method

DATE-ISSUED: March 28, 2000

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Mori; Masakatsu	Yokohama			JP
Ogura; Masahiro	Sakura			JP
Takeshima; Masahiro	Tokyo			JP
Arai; Kenji	Tokyo			JP

US-CL-CURRENT: 705/37; 705/26, 705/27, 705/38, 705/8, 710/106

## ABSTRACT:

In automatic auction method which makes it unnecessary for bidders to stay before auction terminals at the time of auction and which makes possible auction transactions on an open network on which it is difficult to assure the on-line and real time properties, a plurality of auction ordering information pieces each containing a desired price, number of purchase, and a highest possible price in competition for the desired price and received from bidder terminals via on-line circuits are collected. Until an auction issue appears, the price is lowered. If there is at least one auction issue and a desired quantity which is the sum total of the numbers of purchase of the auction issues is not satisfied, then it is determined whether there is an auction issue coinciding in price by comparing the set price with (the desired price+the highest possible price in competition). Until the desired quantity is satisfied, the price is raised.

16 Claims, 20 Drawing figures

Exemplary Claim Number: 1

Number of Drawing Sheets: 17



	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/>	<u>5321833</u>	June 1994	Chang et al.	395/600
<input type="checkbox"/>	<u>5535382</u>	July 1996	Ogawa	395/600
<input type="checkbox"/>	<u>5754939</u>	May 1998	Herz et al.	455/3.04
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<input type="checkbox"/>	<u>5983214</u>	November 1999	Lang et al.	707/1
<input type="checkbox"/>	<u>6006222</u>	December 1999	Culliss	707/5
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<input type="checkbox"/>	<u>6286018</u>	September 2001	Pitkow et al.	707/3
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ART-UNIT: 2171

PRIMARY-EXAMINER: Metjahic; Safet

ASSISTANT-EXAMINER: Nguyen; Cam-Linh

ATTY-AGENT-FIRM: Fish &amp; Richardson P.C.

## ABSTRACT:

A measure of the usefulness of an item in a collection of information with respect to a first set of one or more criteria is determined. A first measure of the usefulness of the item with respect to the first set of criteria is determined. A measure of the quality of the item is determined. A second measure of usefulness based on the first measure of usefulness and the measure of quality is determined.

30 Claims, 8 Drawing figures

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Generate Collection

Print

L1: Entry 1 of 1

File: USPT

Jul 16, 2002

US-PAT-NO: 6421675

DOCUMENT-IDENTIFIER: US 6421675 B1

TITLE: Search engine

DATE-ISSUED: July 16, 2002

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Ryan; Grant James	Christchurch			NZ
Ryan; Shaun William	Christchurch			NZ
Ryan; Craig Matthew	Wellington			NZ
Munro; Wayne Alistar	Christchurch			NZ
Robinson; Del	Christchurch			NZ

## ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
S. L. I. Systems, Inc.				NZ	03

APPL-NO: 09/ 115802 [PALM]

DATE FILED: July 15, 1998

## PARENT-CASE:

This application is related to U.S. Application No. Ser. 60/078,199 entitled "Improved Search Engine" that was filed on Mar. 16, 1998.

INT-CL: [07] G06 F 17/30

US-CL-ISSUED: 707/100; 707/501.1, 707/3

US-CL-CURRENT: 707/100; 707/3, 715/501.1

FIELD-OF-SEARCH: 707/1-4, 707/501, 707/513, 707/523, 707/100, 707/501.1, 709/206

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected

Search ALL

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<input type="checkbox"/>	<u>5778367</u>	July 1998	Wesinger, Jr. et al.	707/10
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<input type="checkbox"/>	<u>6115718</u>	September 2000	Huberman et al.	707/102

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## OTHER PUBLICATIONS

"Go-To Sells Positions", The Search Engine Report, Mar. 3, 1998,  
URL: <http://www.searchenginewatch.com>, in its entirety, pp. 1-5.  
Kramer et al., "Thesaurus Federations: Loosely Integrated Thesauri for Document Retrieval in Networks Based on Internet Technologies", Journal of Heterocyclic Chemistry, vol. 1, No. 2, Sep. 1997, pp. 122-131.  
"The New Meta Tags are Coming-or are They?" The Search Engine Report, Dec. 4, 1997,  
URL: <http://www.searchengine.com>, in its entirety, pp. 1-4.

ART-UNIT: 2172

PRIMARY-EXAMINER: Alam; Hosain T.

ASSISTANT-EXAMINER: Colbert; Ella

ATTY-AGENT-FIRM: Pillsbury Winthrop LLP

## ABSTRACT:

The present invention provides for a method of updating an internet search engine database with the results of a user's selection of specific web page listings from the general web page listing provided to the user as a result of his initial keyword search entry. By updating the database with the selections of many different users, the database can be updated to prioritize those web listings that have been selected the most with respect to a given keyword, and thereby presenting first the most popular web page listings in a subsequent search using the same keyword search entry.

5 Claims, 27 Drawing figures

**WEST****End of Result Set**

Generate Collection

Print

L4: Entry 1 of 1

File: USPT

Jul 16, 2002

DOCUMENT-IDENTIFIER: US 6421675 B1  
TITLE: Search engine

US Patent No. (1):  
6421675

Detailed Description Text (62):

The contents of profile ID table 166 of FIG. 4 are shown in more detail in Table 5 shown below. This table includes a unique identification, password, contact email and a default profile type which they normally use to perform their searches.

Detailed Description Text (63):

The users default profile type is stored as the part of the user's personal preferences profile, which would be accessed by entering some form of personal identification to the system. This information could be supplied when logging on to the data search engine or the search engine could leave a "cookie", as that term is known in the art, on the computer to identify a user, (there would be an optional e-mail address and password (or similar) associated with the logon procedure). The IP address itself would not be a sufficient means of identification as it is not necessarily unique to the individual users.

Detailed Description Text (67):

The data in Table 6 is only accessed by the individual that created it, and is accessible using a user ID that is preferably independent of changes in the user's e-mail or IP address changes and would thus enable their past personal preferences to be retained during such changes.

Detailed Description Text (175):

The suggested web-sites can be displayed for the user when they next access the search engine or they may choose to be notified of these suggested web pages via e-mail notification. This way web pages can be drawn to the user's attention without any active searching for these keywords.

Detailed Description Text (179):

In a modification of this embodiment, a periodic e-mail can be sent out with the two newest and highest flying sites related to the key-words of the user.

Detailed Description Text (232):

The new content provider then enters the selection factor A and the system can then instantly calculate the new value (P) based on the new total bids (T). The advertiser can also be told the number of views per month they are likely to get for their bid ( $N \cdot (A/T)$ ). These changes are calculated in real-time to give the new content provider an indication of how their bid will influence the value and the views they will receive for their bid. If a value and number of views are agreeable to the advertiser they can choose to submit it as a bid for the defined period, such as a day, week, or month, for instance. The details of other content providers are, preferably, not made public. Content providers may also enter a maximum value M they can part with for their content. This provides content providers with some security against paying too much if the value changes. If the value goes too high then a content provider's bid can drop off the list (if P is greater than M then A is not counted as a bid for that particular content provider). The bid would go back on the

list if the value went down again, thus acting as a stabilizing mechanism. The content provider can, in a preferred embodiment, be notified by e-mail if their content 902 has dropped off the list due to their value limit M.

Detailed Description Paragraph Table (17):

TABLE 5 User identification Table User Default Other identification password email  
profile information Joe Bloggs dogs jbloggs@AOL US, Male

**WEST****End of Result Set**☐ **Generate Collection** **Print**

L1: Entry 1 of 1

File: USPT

Jul 16, 2002

US-PAT-NO: 6421675

DOCUMENT-IDENTIFIER: US 6421675 B1

TITLE: Search engine

DATE-ISSUED: July 16, 2002

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
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## ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
S. L. I. Systems, Inc.				NZ	03

APPL-NO: 09/ 115802 [PALM]

DATE FILED: July 15, 1998

## PARENT-CASE:

This application is related to U.S. Application No. Ser. 60/078,199 entitled "Improved Search Engine" that was filed on Mar. 16, 1998.

INT-CL: [07] G06 F 17/30

US-CL-ISSUED: 707/100; 707/501.1, 707/3

US-CL-CURRENT: 707/100; 707/3, 715/501.1

FIELD-OF-SEARCH: 707/1-4, 707/501, 707/513, 707/523, 707/100, 707/501.1, 709/206

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

**Search Selected****Search ALL**

	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/>	<u>5446891</u>	August 1995	Kaplan et al.	707/2
<input type="checkbox"/>	<u>5530852</u>	June 1996	Meske, Jr. et al.	709/206
<input type="checkbox"/>	<u>5659732</u>	August 1997	Kirsch	707/5
<input type="checkbox"/>	<u>5721897</u>	February 1998	Rubinstein	707/2
<input type="checkbox"/>	<u>5778367</u>	July 1998	Wesinger, Jr. et al.	707/10
<input type="checkbox"/>	<u>5819092</u>	October 1998	Ferguson et al.	717/1
<input type="checkbox"/>	<u>5855020</u>	December 1998	Kirsch	707/10
<input type="checkbox"/>	<u>5996007</u>	November 1999	Klug et al.	709/218
<input type="checkbox"/>	<u>6006218</u>	December 1999	Breese et al.	707/3
<input type="checkbox"/>	<u>6029182</u>	February 2000	Nehab et al.	707/523
<input type="checkbox"/>	<u>6041326</u>	March 2000	Amro et al.	707/10
<input type="checkbox"/>	<u>6078916</u>	June 2000	Culliss	707/5
<input type="checkbox"/>	<u>6094649</u>	July 2000	Bowen et al.	707/3
<input type="checkbox"/>	<u>6115718</u>	September 2000	Huberman et al.	707/102

## FOREIGN PATENT DOCUMENTS

FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	US-CL
WO 95/29451	November 1995	WO	
WO 96/23265	August 1996	WO	
WO 96/29661	September 1996	WO	
WO 97/22066	June 1997	WO	

## OTHER PUBLICATIONS

"Go To Sells Positions", The Search Engine Report, Mar. 3, 1998, URL:<http://www.searchenginewatch.com>, in its entirety, pp. 1-5.  
Kramer et al., "Thesaurus Federations: Loosely Integrated Thesauri for Document Retrieval in Networks Based on Internet Technologies", Journal of Heterocyclic Chemistry, vol. 1, No. 2, Sep. 1997, pp. 122-131.  
"The New Meta Tags are Coming-or are They?" The Search Engine Report, Dec. 4, 1997, URL:<http://www.searchengine.com>, in its entirety, pp. 1-4.

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5 Claims, 27 Drawing figures

**WEST****End of Result Set**

34

Generate Collection

Print

L11: Entry 1 of 1

File: USPT

Oct 28, 2003

US-PAT-NO: 6640218

DOCUMENT-IDENTIFIER: US 6640218 B1

TITLE: Estimating the usefulness of an item in a collection of information

DATE-ISSUED: October 28, 2003

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Golding; Andrew R.	Waltham	MA		
Beeferman; Douglas H.	Waltham	MA		

## ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Lycos, Inc.	Waltham	MA			02

APPL-NO: 09/ 587144 [PALM]

DATE FILED: June 2, 2000

INT-CL: [07] G06 F 17/30

US-CL-ISSUED: 707/2; 707/3

US-CL-CURRENT: 707/2; 707/3

FIELD-OF-SEARCH: 455/4.2, 707/3, 707/2

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected

Search ALL

t #2/full/3

2/9/3 (Item 2 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)  
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05611717 Supplier Number: 48490514 (THIS IS THE FULLTEXT)  
GoTo.com Announces First Round of Financing, Totaling More Than \$6 Million,  
Led by Draper Fisher Jurvetson.

Business-Wire, p05190214

May 19, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 889

TEXT:

PASADENA, Calif.--(BUSINESS WIRE)--May 19, 1998--

GoTo.com, the Simpler Search Engine, Is Now Also the Fastest-Growing Search Engine in the Industry; GoTo's Simpler Interface, With Better Results, Has Driven Enormous User Growth and Attracted New Financing

GoTo.com, the new simpler search engine that allows Web sites to purchase placement within search results using a real-time competitive bidding process, has completed its first round of financing, totaling in excess of \$6 million.

Primary investors in the round include Draper Fisher Jurvetson and idealab! Capital Partners.

"These investment partnerships provide GoTo with the resources needed to fully implement our vision of an efficient market for consumer attention," commented Jeffrey Brewer, chief executive officer of GoTo.com.

"Our investors recognize that an open and transparent marketplace is the only scalable model for meeting the needs of consumers for simpler, more relevant search results and for providing Web sites with a targeted, cost-effective and accountable way to drive traffic to their content."

"Existing consumer search tools are confusing, inefficient and open to behind-the-scenes manipulation," commented Timothy C. Draper, founder and managing director, Draper Fisher Jurvetson. "Currently, there is a limited supply of fairly priced targeted online advertising. GoTo's model greatly expands the supply of targeted and cost-effective marketing opportunities for e-commerce sites."

Bidding for Higher Placement Offers Big Benefit to Advertisers

GoTo.com uses the simple approach of empowering the marketplace to determine the ranking and relevance of advertiser listings.

As a consequence of the open-market bidding system, GoTo advertisers are aware of the amounts their competitors are bidding for a click-through within the search results for a given search term. Any advertiser can increase a bid for a listing in order to obtain a higher ranking.

The model is similar to a Yellow Pages directory, in which advertisers are accordingly charged for more prominent placement and greater exposure. The major breakthrough with GoTo is that advertisers pay only for actual visits to their sites instead of for simple "exposures," thereby providing the ultimate, accountable pay-for-performance marketing opportunity.

The market interplay between consumers and advertisers determines the value of a given click-through.

Search Made Simple, Great Results

GoTo.com provides users with the fastest, easiest and friendliest way to find the most relevant Web sites on any topic. GoTo's simple and uncluttered interface helps visitors to find what they are looking for in a very straightforward manner.

GoTo's various methods of ranking sites guarantee that the listings returned are appropriate and highly relevant to each query. High-quality e-commerce listings are ranked according to a free-market auction process for each search term.

Finely categorized editorial listings are displayed according to quality ratings, titles and descriptions, and generated by a group of topic-focused content experts. For search terms where there are neither

e-commerce listings nor editorial suggestions, algorithmically ranked listings are retrieved from a database of the largest existing index of full-text Web documents.

GoTo currently has a beta version of the site online, with consumer launch scheduled for the beginning of June.

#### About Draper Fisher Jurvetson

Draper Fisher Jurvetson is the leader in start-up venture capital, having invested in more than 150 high-tech companies. In the majority of cases, it is the lead investor for a company's first round of financing.

The firm focuses on information-technology businesses with enormous market potential, and helps entrepreneurs achieve their maximum potential through team building, partnerships, advice and support, as well as investments.

By pursuing a people-focused approach to venture-capital investing, Draper Fisher Jurvetson continues to fund entrepreneurs with the energy, vision, experience and desire to build great companies. DFJ'S 40 Internet investments include HotMail, Four11, Kana, Release Software and Tumbleweed Software.

Draper Fisher Jurvetson is located in Redwood City, Calif., and can be found on the Web at [www.drapervc.com](http://www.drapervc.com).

#### About idealab! Capital Partners

idealab! Capital Partners (ICP) is a new Southern California venture firm focused on the Internet and new-technology opportunities. ICP is a sister entity of idealab!, the leading early-stage Internet incubator in America. In addition to idealab! Portfolio companies (Wedding Channel, eToys.com and Tickets.com), ICP investments include other firms such as Centraal, the creators of the Real Name System.

idealab! Capital Partners is headed by Managing Directors Bill Elkus and Bill Gross, also founder of idealab!. The company can be found on the Web at [www.icp.com](http://www.icp.com).

#### About GoTo.com

GoTo.com is another idealab! company. GoTo.com was founded in late 1997. Jeffrey Brewer, co-founder of CitySearch, was named as GoTo.com's CEO in February 1998. A proof-of-concept version of the service was introduced at the TED8 conference on Feb. 21, 1998.

The company has experienced tremendous growth in traffic during this prelaunch period, currently generating impressions at the run rate of 12 million per month. GoTo.com is planning a major consumer launch for June, backed by a multimillion-dollar marketing campaign. The company has 25 employees and is located in Pasadena.

#### About idealab!

idealab! is the nation's largest Internet incubator, with more than 20 businesses in various stages of development, employing more than 1,000 people worldwide. Other idealab! companies include CitySearch, which is the industry-leading local information service; eToys.com, which is the leading online toy retailer; PeopleLink; Tickets.com; and IntraNetics. GoTo.com is based in Pasadena.

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INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51114 (Database and Directory Publishers)

SPECIAL FEATURES: COMPANY

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